



United States  
Department of  
Agriculture

Foreign  
Agricultural  
Service

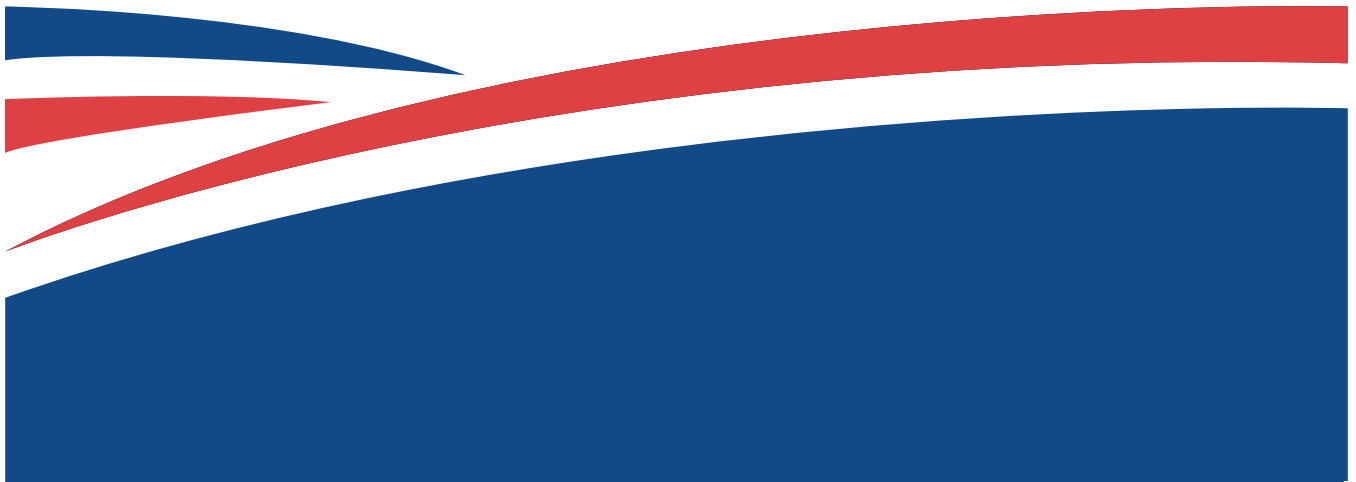
June 2001



Visual Management Guide

# The FAS Symbol

## Its Purpose and Use



## Foreign Agricultural Service Identity

All organizations have an identity in the eyes of their public, whether or not an organization attempts to form one. These identities are derived from cumulative judgments of responses to products, services, personal contacts, and perceived mission. To create a positive perception, an organization must make an effort to present itself in a consistent and clear manner with understandable communication materials backed by the delivery of quality products.

The Foreign Agricultural Service has a longstanding reputation for quality personnel, products, and services. These products and services have been identified under a number of banners, including an existing FAS “world” symbol that has been used for decades. With the issuance of the new FAS symbol, the agency reinforces its identity under one banner that will be used to brand all of its activities worldwide.

The new FAS symbol has been established to create an image more in keeping with the agency’s broad mandate and to align its identity closely with the Department. Consistent presentation of the symbol will reinforce agency identity and help to place the FAS brand on trade activities for American agriculture.

### Meaning

The FAS symbol has three elements. The dominant element is a graphic with an icon of the world over an icon of soil that represents American agriculture. The second element is the agency’s name and that of the Department. Another element, the slogan “Linking U.S. Agriculture to the World,” is used with the symbol as communication goals demand. The slogan stands as a qualifier for the agency’s mission.

### Uses

The FAS symbol shall be used with all information materials for all media generated by the agency. This includes print material (stationery,

publications, posters, advertising, banners, and the like), dimensional material (exhibits, trade shows, seminars, events, conventions, sign systems), and electronic material (video, Internet, Web sites, and interactive exhibits).

### Relationship to Other Symbols

The FAS symbol is a representation of one of the Department of Agriculture’s many agencies. When used with the USDA symbol, it shall generally appear as a subset (one of the agencies) of the Department. When used with the symbols of other agencies of USDA, or with other Departments, it should be displayed in an equal manner or as may be determined by agreement. Its relationship to other symbols being utilized by FAS is governed by the FAS Public Affairs Division.

### With Private Sector Partners

With private sector partners the FAS symbol may be displayed as appropriate, with the following caveat: The

#### Basic Symbol



#### Basic Symbol With Slogan



#### Typical Signatures



FAS symbol shall not be displayed in a manner that constitutes warranty of private sector organizations, products, services, or endeavors, or that appears to favor one private sector organization or product over another. Private sector partners must obtain written permission to use the FAS symbol from the FAS Public Affairs Division.

### The Symbol, the Agency's Signatures, and Manner of Display

*Symbol.* The basic FAS symbol is the world and agriculture graphic.

*Signatures.* The elements of the symbol are used in different configurations for various products and media, and at times with the name of the Department. These configurations become the agency's *signatures*. The type font selected for FAS identity is Futura in the weights Medium, Book, Bold, and Heavy. The proportion and relationship of the FAS initials, the graphic, and the manner of display with the agency and Department

name are fixed by design. Do not re-create them in any manner.

For an electronic version of this guide, examples for using the FAS symbol, and camera-ready art of the symbol and signatures go to:

<http://www.usda.gov/agency/oc/design>, select **Resources**, select **Visual Management Guides**. Under the heading **Agency Specific Guides**, select **The FAS Symbol, Its Purpose and Use**.

### Color

Generally, the FAS symbol shall be shown in one color, usually black, or in one of the Pantone Matching System (PMS) colors. The preferred single color other than black is dark blue. The selected two-color version of the symbol is specified in **PMS 186 (red)**, and **PMS 288 (blue)**. When shown in two colors, the colors within the symbol shall not be mixed or portrayed in any other way than as shown.

The words that are part of the symbol (FAS initials, the agency name spelled out, the initials USDA, the Department name spelled out, and the slogan) are always in the preferred colors, black or blue. When multiple-color reproduction is needed, the two PMS colors are formed by "building" with the four basic colors used in the printing industry known as CMYK (C=Cyan, M=Magenta, Y=Yellow, K=Black). Percentages of the basic colors are specified in order to obtain the FAS colors. Thus: PMS 186; C=0, M=91, Y=76, K=0. PMS 288; C=100, M=65, Y=0, K=30.5.

### FAS Symbol Colors



### Slogan:

Linking U.S. Agriculture to the World

### Signature Reversed

When the symbol is presented on a dark background, reverse (drop out) the symbol to the background color.



### Foreign Agricultural Service



United States Department of Agriculture  
LINKING U.S. AGRICULTURE TO THE WORLD



These products represent typical ways in which the FAS symbol may be applied to information products. Materials for national public distribu-

dards established by the USDA's Office of Communications and the FAS Public Affairs Division.

## Dimensional Materials



## The image shows the front cover of a report titled "Food And Agricultural Export Directory". At the top, the title is written in a bold, sans-serif font. Below the title are three decorative elements: two small red stars flanking the word "TRADE" and one larger red star above the word "MARKET". A small silhouette of a cargo ship is positioned to the right of the word "EXPORT". Below these elements is a horizontal line containing several icons representing different agricultural products: a cow, a pig, a sheep, a chicken, a fish, and a plant. Underneath this line is another horizontal line with the words "MARKET FOR EXPORT SUPPLIERS WAREHOUSE COMMODITY TRACES EXPORT COUNSELING TECHNICAL". At the bottom of the cover is a large, stylized graphic consisting of a dark blue globe with white grid lines, set against a background of red, white, and blue wavy stripes that resemble the American flag. The entire cover is framed by a thin black border.

**Oilseeds**  
World Markets and Trade

United States Department of Agriculture • Foreign Agricultural Service  
#BXNDL LDC/NA/NA/US/DOA/US/DOA WORLD

Year	Soybeans (million metric tons)	Rapeseed (million metric tons)	Sunflower seeds (million metric tons)
1980	0.0	0.0	0.0
1985	0.0	0.0	0.0
1990	1.0	0.5	0.2
2000	1.5	0.8	0.3

**SUMMARY**

U.S. domestic production and supply prospects for 1990/2000 are highly favorable. Soybean production is projected to increase from 1.0 million metric tons in 1990 to 1.5 million metric tons in 2000. Rapeseed production is projected to increase from 0.5 million metric tons in 1990 to 0.8 million metric tons in 2000. Sunflower seed production is projected to increase from 0.2 million metric tons in 1990 to 0.3 million metric tons in 2000. U.S. domestic supply prospects for 1990/2000 are highly favorable. Soybean supply is projected to increase from 1.0 million metric tons in 1990 to 1.5 million metric tons in 2000. Rapeseed supply is projected to increase from 0.5 million metric tons in 1990 to 0.8 million metric tons in 2000. Sunflower seed supply is projected to increase from 0.2 million metric tons in 1990 to 0.3 million metric tons in 2000.

Despite larger production than indicated last month, ending stocks of soybeans and other oilseeds are still adequate, with projected soybean stocks of 16.5 million metric tons (100 million bushels) ending a month ago. Projected U.S. soybean exports and export prospects for 1990/2000, on current prices, are by 40,000 tons to 10.7 million tons (500 million bushels) over the next five years. Soybean exports are projected for 1990/2000 to increase by 10,000 tons to 10.7 million tons. Rapeseed and sunflower seed exports are projected to increase by 10,000 tons to 10.7 million tons. Rapeseed and sunflower seed exports are projected to increase by 10,000 tons to 10.7 million tons. Rapeseed and sunflower seed exports are projected to increase by 10,000 tons to 10.7 million tons.



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